


# TO Business

 **Toronto** Economic Development

...speaking with the business community

**December 2006**

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### 1. Toronto Core Attracts Additional Top Business School

Downtown Toronto has established itself as a hotbed of world class business training with five universities offering Masters of Business Administration (MBA) and/or Executive MBA programs. The city's businesses stand to benefit from the proximity of students, professors and leading-edge academic work.

The University of Western Ontario has moved its Ivey Executive MBA program to Toronto's Exchange Tower at the corner of King and York Streets. "The location is expected to provide greater visibility of the program in its core GTA market and provide a venue for Executive Development, recruiting and alumni events, where we have our largest alumni base," Dean Carole Stephenson noted.

Ryerson University's Faculty of Business is now housed in the recently completed Ryerson Business Building at the corner of Bay and Dundas Streets. In addition to the new address, the Faculty of Business also welcomed its first graduate students to its two MBA programs and one Master of Management Science (MMSc) program in September 2006. "Our state-of-the-art new quarters on Toronto's Bay Street have given us a doorway to the nation's financial capital and the hub of corporate Canada, ensuring that our programs continue to be relevant and respond quickly and effectively to the dynamic and complex global economy," said Faculty of Business Dean Dr. Ken Jones.

The Rotman School of Management at the University of Toronto is the largest business

school in Canada and was recently cited by Professor Patrick Whitney of the Illinois Institute of Technology for its innovative incorporation of design into its business curriculum. Rotman is located adjacent to Toronto's burgeoning Discovery District and within a short transit ride from Toronto's banking towers.

The Schulich School of Business at York University maintains the Miles S. Nadal Management Centre as its downtown campus in the Toronto Dominion Centre, where it offers MBA degree program courses and a wide range of non-degree programs. Wilfred Laurier University centered in Waterloo also offers an EMBA program in Toronto's Sun Life Financial Tower.

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## **2. Unserved Lands in Tapscott Employment District Coming On-stream**

The Tapscott Industrial Landowners Group (TILG), a private sector consortium of landowners, is commencing infrastructure construction of 300 undeveloped acres of the Tapscott Employment District.

City Council approved distribution of development charge credits and authorized the City of Toronto and TILG to enter into a servicing agreement which would pave the way for construction of water, sewers and roads in the district.

The first phase encompasses approximately 200 acres with the remaining 100 acres to be serviced in 2007. Approval applications have been completed for servicing all vacant lands west of Tapscott Road, including a storm water management pond.

At the same time, Smurfit-MBI, a new investor in the Tapscott District, is completing a 175,000 square foot manufacturing facility to consolidate plants from Mississauga and elsewhere in Toronto.

Other investments which are coming on stream include two "big box" retailers on the south west corner of Markham Road and Steeles Avenue East as well as an Asian concept mall further west on Steeles Avenue.

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## **3. U of T a Leader in Published Research**

The University of Toronto is Canada's leading research-intensive university and is consistently ranked in the top 10 universities world-wide based on the quality and quantity of research generated here. In the five years between 2000-2004, researchers at U of T published 26,697 academic papers indexed by Thomson Scientific. In North America only Harvard University can boast of more publications during this period. For more information please see: [www.research.utoronto.ca](http://www.research.utoronto.ca)

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## **4. Design Fuels Business Innovation**

The first of a four-part seminar series called "Profit by Design" was held to encourage manufacturers and other innovation-focused businesses to use design to increase competitive advantage and export success. At the launch event, organized by the Design Industry Advisory Committee in collaboration with Toronto Economic Development and Canadian Manufacturers & Exporters, Harry Rich, Deputy Chief Executive of the UK Design Council, defined design as "a process of communication that has a profound effect on improving market share." Rich shared research demonstrating that UK companies that have integrated design with manufacturing processes, have been able to develop successful growth strategies based on added

value rather than price. By investing in design, these companies have been able to compete successfully against low-cost producers from China and India.

Patrick Whitney, Director of the Institute of Design at the Illinois Institute of Technology spoke about the importance of design-focused ethnographic research that is enabling North American companies to target and customize value-added products for the rapidly expanding middle class consumer market in Asia. He noted that companies today must be innovative and design-led to appeal to a more powerful and discriminating consumer. He observed that design innovation used to focus on what looks good. Increasingly, it now must produce compelling and high-performance products and services to respond to the pattern of daily life - how people live, work, learn and play - in different cultures around the world. Professor Whitney had high praise for Toronto business schools, such as U of T's Rotman, that are integrating design into their curriculum.

Paul Rowan, VP Design of Umbra Ltd. spoke about the joys and challenges of producing world-class design solutions. He feels job titles are increasingly irrelevant in the design business noting that designers "live in projects rather than job titles."

Future business seminars in the "Profit by Design" series will focus on: "Designing for Sustainability"; "Branding for Export Success"; and "Best Practices in Design Management". See [www.diac.on.ca](http://www.diac.on.ca) for contacts on the seminar series, and recent research on Ontario's design capability and its relevance to business success.

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#### **5. Dr. Gordon Keller Joins McEwan Centre**

The McEwan Centre for Regenerative Medicine at the University Health Network has attracted a leading scientist back to Canada. Dr. Gordon Keller, originally of Saskatchewan, has spent the last 16 years in the U.S. as a leading stem cell researcher. New York magazine recently identified Dr. Keller as one of the top six medical minds that N.Y. City did not want to lose.

Dr. Keller, who will be the Director of the McEwan Centre, cited the opportunity to work alongside leading stem cell researchers and the concentration of research centres in Toronto, as reasons for his return. "One of the unique features, I think, is the existing strength of both stem cell biology and regenerative medicine in Toronto in a very defined area," he said.

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#### **6. Toronto Doctor Receives Giller Literary Prize**

Dr. Vincent Lam has won the \$40,000 Scotiabank Giller literary prize for his collection of short stories titled *Bloodletting & Miraculous Cures*. The 12 tales in Lam's book follow Chinese Canadians from medical school at the University of Toronto to the city's hospitals where as physicians, they face a variety of difficult patients. The award was presented by author Margaret Atwood who, impressed with Lam's short stories, helped him find a publisher.

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#### **7. Hotel Planned for CNE Grounds**

The lack of an on-site hotel at Exhibition Place was identified as far back as 1998 as a liability limiting the ability of the Grounds to perform at optimum capability. Event planners and trade show organizers cite the availability of hotels as a key factor in selecting event venues. Most major North American trade and consumer show venues

offer an attached or adjacent hotel. The success of these hotels and their proven ability to capture demand from trade, business and leisure sectors supports a hotel development opportunity at Exhibition Place.

By mid December a Request for Expressions of Interest for hotel development will be released through the City of Toronto Purchasing & Materials Management Department. The call will outline the four potential sites and criteria for a hotel development on Exhibition Place grounds.

For further information contact [DYoung@explace.on.ca](mailto:DYoung@explace.on.ca)

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## 8. Spotlight on Recent Building Developments

Many significant developments were underway or completed in 2006, including the following:

**Apotex** made a 428,000-sq. ft. expansion to their Etobicoke facility.

**Art Gallery of Ontario (AGO)** is undergoing a \$200 million renovation and expansion.

**Cinram**, after completing a 550,000 sq. ft. expansion, Cinram undertook an additional 123,000-sq. ft. expansion of their facilities in fall of 2006.

**Four Seasons Centre for the Performing Arts**: Opened in June 2006, this \$181 million, 2,000-seat theatre in downtown Toronto is the new home of the Canadian Opera Company and The National Ballet of Canada.

**KOEI Canada, Inc.** will develop a state-of-the-art studio at its North American product development headquarters in downtown Toronto.

**Network Omni**, headquartered in Thousand Oaks, CA, is establishing a 60-person, multilingual communications call centre in Toronto.

**Nortel** has selected a Toronto location for its new global headquarters in an 11-storey, 160,000-square foot building in the west end of the city.

**RBC Centre** is the first major development in downtown Toronto in over 10 years. The \$400 million, 1.2-million sq. ft. RBC Centre will be a 43-storey, office building. Construction completion is slated for 2009.

**Viva Magnetics** doubled its output capability in Toronto with a 230,000 sq. ft. CD and DVD case manufacturing plant.

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## 9. Business Cycling Support Applauded

Seven Toronto organizations that promote cycling have received Bicycle Friendly Business Awards. The winners are: Intellware Development Inc.; Mountain Equipment Co-op; CH2M Hill; Grassroots Environmental Products; Canadian Tire at Yonge and Church; Bike Roots; and Community Bicycle Network.

It was a bittersweet win for the Community Bicycle Network whose BikeShare program is at risk of closing due to insufficient operating funds. BikeShare is Canada's longest-running and largest community bike lending initiative.

The awards highlight the environmental and economic benefits of bicycle transportation. For more information visit [www.toronto.ca/cycling/bfba/2006\\_winners.htm](http://www.toronto.ca/cycling/bfba/2006_winners.htm)

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## 10. "face the arts" Celebrates 10 Cultural Mavericks

The "face the arts" program was designed to acknowledge and provide wider exposure

for 10 extraordinary Toronto-based cultural mavericks who, through artistic promise, achievement or vision, enriched the cultural life of this city now and for future generations. From March until December 2006, a different individual from diverse artistic disciplines was featured within the pages of Toronto Life and on [www.torontolife.com](http://www.torontolife.com).

This 10-part series is part of the Live With Culture initiative, a 16-month celebration of Toronto's extraordinary arts and cultural communities, shining a spotlight on the vibrant and diverse activities happening in the city each and every day.

Recipients of "face the arts" included musician, Jonny Dovercourt; fashion designer, Peter Friesen; visual artist, Luis Jacob; fashion entrepreneur, Julia Grieve; author, Sheila Heti; community arts activist, Adonis Huggins; dancer, Menaka Thakkar; theatre director, Sandra Laronde; new media visionary, Ana Serrano; television producer, Linda Schyuler and architect, Peter Smith.

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### 11. Nuit Blanche Surpassed Expectations

Toronto's first-ever Scotiabank Nuit Blanche "all-night contemporary art thing" was a resounding success, attracting approximately 425,000 attendees and injecting more than \$1 million into the local economy. Surveys conducted in conjunction with the September 30 event reveal that approximately \$500,000 was generated by out-of-town visitors who stayed overnight in city hotels.

As part of the city-wide Live With Culture campaign, Toronto Culture and Toronto Special Events collaborated on Nuit Blanche, which was an unqualified success that drew rave reviews in the media and on the blogosphere. Line-ups at almost all participating venues offered a strong indication that Nuit Blanche had surpassed even the most optimistic audience estimates. "For one exciting night Toronto became a city alive with culture and buzzing with excitement," said Mayor Miller. "Nuit Blanche really showcased Toronto's proud and vibrant arts scene and I look forward to many more nights like this." Plans for a 2007 encore are in development.

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### 12. Check out [livewithculture.ca](http://livewithculture.ca)

"Livewithculture.ca provides fantastic exposure for Toronto's cultural enterprises," says Rita Davies, Executive Director of Toronto Culture, "and we encourage all visual and performing arts, design, architecture and film organizations to take full advantage of the site by posting their events."

[livewithculture.ca](http://livewithculture.ca), Toronto's most comprehensive and inclusive cultural events listing, is attracting record numbers of American users who now represent nearly 40 per cent of the site's overall traffic. October 2006 site usage statistics revealed that 38.51 per cent of [livewithculture.ca](http://livewithculture.ca) users were in the U.S.; the site attracted more than 124,000 unique visitors in October, more than 4,000 per day.

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### 13. Bloor-Yorkville, Best Shopping in the World

SWISS magazine, the on-board magazine for Swiss International Airlines, has selected Bloor-Yorkville as one of the 10 best shopping streets in the world to be profiled in its upcoming December 2006/January 2007 issue. The profile will highlight Bloor-Yorkville's unique setting as an historical Toronto neighbourhood with international status. Bloor-Yorkville attracts shoppers from around the world to its international



boutiques, such as Chanel, Prada, Gucci, Escada, and Holt Renfrew's Bloor Street flagship store, as well as the area's world class cultural amenities.

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#### 14. CFC Multiplatform Initiative

The Canadian Film Centre (CFC), devised and launched by noted Toronto film producer Norman Jewison is marking its 18th anniversary by embarking on an ambitious strategic plan that includes launching the new NBC Universal Multiplatform Program. Developed by the Centre's Media Lab, the program aims to grow and innovate Canada's audio visual industry and culture. Commencing in 2007, the program will provide investment, creative strategy, production support, mentorship and knowledge sharing to companies who are interested in developing and implementing a multiplatform strategy from the outset of project development.

The NBC Program is the first of several CFC new initiatives including: international co-production and script development, an actor's conservatory, an enhanced feature film program and interactive cinema. The Centre will also seek new opportunities nationally and internationally to promote and invest in film, television and new media as well as continue to support and foster Canada's talent.

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#### 15. WiFi Toronto Update

Since September 7, local business, downtown visitors and tourists in the financial district have enjoyed free wireless Internet access. Toronto Hydro launched the initial range of "One Zone" from Front Street at its south periphery, north to Queen Street, between Church Street and Spadina Avenue. This is part of Toronto Hydro's initiative to create Canada's largest WiFi zone.

Toronto Hydro is expanding the WiFi service --free until March 6, 2007-- to encompass six-square-kilometres covering the downtown core by the end of this year.

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#### 16. Jewish Family Library Returned to Germany

A series of papers and books chronicling Germany prior to Adolf Hitler's accession to power are being returned to Frankfurt through the generosity of Toronto resident, Joy Cohnstaedt, former Dean of York University's Faculty of Fine Arts.

With assistance from Toronto's long-standing Sister-City relationship with the City of Frankfurt, a portion of the Cohnstaedt family's extensive library was repatriated to Frankfurt, Germany for deposit in the Jewish Museum in Frankfurt am Main / Germany and City Archives.

The Cohnstaedts were prominent journalists in Germany from the latter half of the 1800s until 1933 when the family was forced to flee the country at the outset of Hitler's reign.

Click [here](#) to read the related National Post article.

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#### 17. Calendar

**Jan. 19, 2007 - Procurement Series: How to do Business in the Healthcare Sector**

Enterprise Toronto is sponsoring the Toronto Board of Trade's procurement series, comprised of four seminars designed to assist small and medium-sized businesses to 'become the supplier of choice to government, the healthcare and education sectors, and big business'.

The next seminar, How to do Business in the Healthcare Sector, is on January 19, 2007 from 7:30 a.m. to 9:30 a.m. To learn more, go to [www.enterprisetoronto.com](http://www.enterprisetoronto.com) or contact the Toronto Board of Trade at 416-439-4143, or [www.bot.com](http://www.bot.com).

**Oct. 1 - 4, 2007 - Toronto Walk 21 Conference**

The City of Toronto will host Toronto Walk 21, a major international conference addressing issues related to walking and pedestrian environments and liveable communities. The conference will take place October 1-4, 2007 and is expected to attract 400 delegates from around the world. For more information visit [www.toronto.ca/walk21](http://www.toronto.ca/walk21).

  
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We are interested in your feedback. Contact us at [cknipfel@toronto.ca](mailto:cknipfel@toronto.ca) with ideas for future newsletter topics, questions about issues raised, or to add names to our distribution list.

**19. Here to Help**

If you are looking to expand or relocate, if you need assistance with city, provincial or federal agencies, contact us. We are able to put you in touch with key contacts to expedite your business plans.

Check out Toronto's comprehensive business services at [www.toronto.ca/business](http://www.toronto.ca/business).

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